CLAIMS

 A magnetic core material comprising a composite material of a soft magnetic metal powder and plastic or 5 rubber,

wherein the soft magnetic metal powder is concatenated by spontaneous magnetization to form a plurality of aggregates, and

the longitudinal direction of each aggregate faces a substantially fixed direction.

- 2. A magnetic core material comprising a composite material of a soft magnetic metal powder having a diameter of about 1  $\mu m$  or less and plastic or rubber,
- wherein the soft magnetic metal powder is concatenated by spontaneous magnetization to form a plurality of aggregates, and

the longitudinal direction of each aggregate faces a substantially fixed direction.

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- 3. The magnetic core material according to Claim 1, wherein the volume ratio of the content of the soft magnetic metal powder is in a range of 10% to 50%.
- 4. The magnetic core material according to Claim 1,

wherein the volume ratio of the content of the soft magnetic metal powder is in a range of 10% to 40%.

- 5. The magnetic core material according to Claim 1,
  wherein the soft magnetic metal powder includes any one
  of a nickel powder, a cobalt powder, and an iron powder
  which are obtained by reducing an oxide.
- 6. The magnetic core material according to Claim 1,
  wherein the soft magnetic metal powder includes any one
  of a nickel powder, a cobalt powder, and an iron powder by
  using a gas phase method.
- 7. The magnetic core material according to Claim 1,
  wherein the soft magnetic metal powder includes any one
  of a nickel powder, a cobalt powder, and an iron powder
  which are obtained by reducing a solution containing
  metallic ions.
- 8. The magnetic core material according to Claim 1, wherein the soft magnetic metal powder includes a carbonyl nickel powder or a carbonyl iron powder.
- 9. An antenna in which a spiral conductor pattern is formed on one surface of the magnetic core material worked

in the form of a plate according to Claim 1.

- 10. An antenna in which a spiral conductor pattern is formed on one surface of the magnetic core material worked in the form of a plate according to Claim 1, and a conductive material is disposed on the other surface of the magnetic core material.
  - 11. The antenna according to Claim 9,
- wherein the plate-like magnetic core material consists of a plurality of magnetic core material pieces in which the longitudinal directions of the aggregates of the soft magnetic metal powder are different from each other.
- 15 12. The antenna according to Claim 9,

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wherein the conductor pattern is formed in a rectangular shape, and the plate-like magnetic core material is disposed so as to be overlapped with only one side or two opposite sides of the rectangular conductor pattern, as viewed from a direction orthogonal to a surface of the plate-like magnetic core material.

13. An antenna in which a leading wire is wound around the magnetic core material worked in the form of a plate according to Claim 1 such that the magnetic axis of the

magnetic core material may substantially coincide with the longitudinal directions of the aggregates of the soft magnetic metal powder.

5 14. The antenna according to Claim 9,

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wherein the antenna is used for an RFID tag or an RFID reader/writer which uses at least a VHF band or a UHF band as a communication frequency.

15. A method of manufacturing a magnetic core material using a composite material of a soft magnetic metal powder and plastic, the method comprising the steps of:

heating and kneading the soft magnetic metal powder and the plastic; and

working the kneaded composite by using any one method of extruding, rolling, rolling after extruding, drawing after extruding, and rolling after injection so that the longitudinal directions of a plurality of aggregates formed by concatenating the soft magnetic metal powder by spontaneous magnetization may face a substantially fixed direction.

16. A method of manufacturing a magnetic core material using a composite material of a soft magnetic metal powder and plastic, the method comprising the step of:

applying a direct-current magnetic field after a film is coated with ink in which the soft magnetic metal powder is suspended in a solvent which has dissolved the plastic and before the coated film is dried so that the longitudinal directions of a plurality of aggregates formed by concatenating the soft magnetic metal powder by spontaneous magnetization may be aligned in a substantially fixed direction.